



metavû
Creating a Return on EnvironmentSM

Innovation for Future Markets



Most businesses have already identified, implemented and promoted changes to products or services that make use of more environmentally and socially responsible production or delivery methods. But markets are becoming more sophisticated about sustainability every day. These market changes present risks and opportunities that product portfolio and market strategies must address. As you 'green' your supply chains, your customers are seeking solutions to their own sustainability issues. Can your product portfolio withstand the substitution risk presented by more sustainable alternatives you might not even consider to be competitors? Do your customers have options to obtain the same value propositions your business offers in a more sustainable manner?

MetaVu has the experience and perspective to help position your business for sustainable market success.

❖ **Product and Process Innovation**

MetaVu's Innovation Practice helps clients mitigate risk and seize opportunities in markets that are becoming increasingly aware of the environmental and social impacts of their collective and individual product, service, and supply choices. We help guide clients' innovation in a variety of ways, including Cradle-to-Cradle Life Cycle Analysis, product positioning, sales and channel education, green chemistry, and resource and process innovation.

❖ **Portfolio and Market Strategy**

MetaVu also helps clients identify and quantify the risks presented by competing products and services, product and service substitutes and alternatives, technology developments, and downstream market developments that could threaten product and portfolio profitability and even viability. Who could have predicted how profoundly LEED certification have impacted the building products and property management industries? Who could have known that the daily "paper or plastic?" debate at grocery store check out lanes would be solved by customers' bringing in their own cloth bags, and boxes? Clients find MetaVu's strategic perspectives on product portfolios and market strategy to be particularly critical to long-term corporate revenue growth and health.

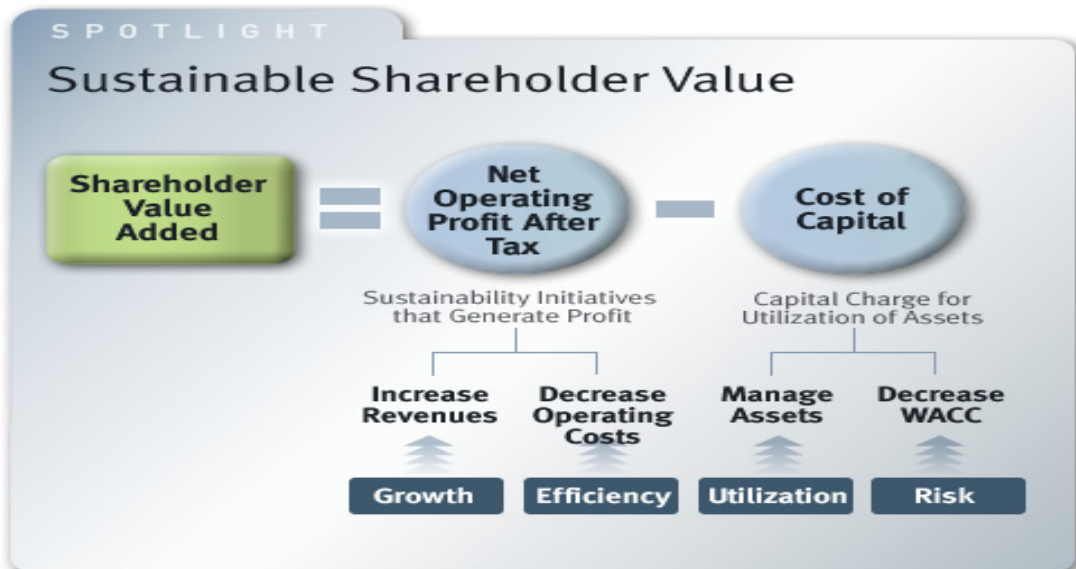
❖ **Greenwashing Risk Management**

Your organization has likely invested millions in promoting the environmental and socially responsible attributes of your business and its products/services. But are your brand and product investments at risk from unflattering events? A single chemical spill, supplier ingredient choice, supplier employment practice, safety incident, or mishandled clean-up effort can cost you millions in brand equity. MetaVu helps clients identify and mitigate these risks by assessing overall Operational, Procurement, Environment/Health/Safety, and Social Responsibility performance from sustainability perspectives. We maintain deep experience in legacy liability and remediation performance and processes as well.

❖ **Innovation for Future Markets**

MetaVu can help your organization use sustainability perspective to seize market opportunities, minimize revenue risk, and protect brand value. Whether you use Lean, Six Sigma, or Stage Gate development processes, MetaVu can help you Increase profits in the short-term and position your business for long-term success with strategic, practical, and informed advice.

Innovation for future markets is a critical component of an organization's comprehensive strategy to increase shareholder value through sustainability. Research indicates that sustainability strategies, including product and business model innovation, map directly to increased shareholder value.



How can MetaVu help you? MetaVu's sustainability-related experience in all aspects of product development, product and process optimization, and portfolio and market strategy can make a significant contribution to your organization's current set of environmental investments, as well as define opportunities and strategies to optimize those investments, inform new investments, and reduce risks in the marketplace.



Why Chose MetaVu?

MetaVu's value stems from its unique understanding of the drivers of environmental performance, product innovation, and their inextricable link to resource and process optimization. Management strategies serve as a critical component of a corporation's sustainable approach to business. Clients of MetaVu's Innovation for Future Market's Practice:

- Gain valuable insight into key demographics and target markets allowing for informed analysis of consumer insights and preferences;
- Evaluate production and manufacturing process that could be optimized to develop products with a reduced carbon burden thus developing access to new markets and consumer needs; and
- Avoid costly product compliance issues and negative public perceptions by undertaking sound, science-based approaches to product eco-claims.
- Anticipate product substitution risk and seize environmental market opportunities.

For more information on MetaVu's Environmental Footprint practice, please contact Liz Jensen at 303-679-8340, or visit www.metavu.com.